GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

AH,DD&F Dept.,- APDDCF Ltd.,- Revival of Cooperative Dairies in A.P. – Entering into Memorandum of Understanding (MoU) between Government of Andhra Pradesh represented by Special Chief Secretary to Government., AHDD&F Dept., and M/s. Gujarat Cooperative Milk Marketing Federation Limited (GCMMF) for revival of Milk Cooperatives and to strengthen the Dairy Sector in the State – Orders- Issued – Reg.

ANIMAL HUSBANDRY DAIRY DEVELOPMENT & FISHERIES (Dy.&Vig.) DEPARTMENT

G.O.Ms.No.25 **Dated: 21.07.2020**
Read :-

From the M.D, APDDCF Ltd., Vijayawada Lr. No.01/P&I/Amul/ APDDCF/2020, Dated. 20.07.2020.

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ORDER:-

In the letter read above, the Managing Director, Andhra Pradesh Dairy Development Cooperative Federation Ltd., has submitted the draft Memorandum of Understanding (MoU) for entering with Gujarat Cooperative Milk Marketing Federation Limited (GCMMF) for revival of Milk Cooperatives and to strengthen the Dairy Sector in the State.

2. The main objectives of this Memorandum of Understanding (MoU) is socio-economic upliftment of milk producers in Andhra Pradesh with special focus on economic empowerment of women, strengthening of overall dairy development activities, providing remunerative milk price to milk producers, availability of quality milk and milk products at value for money to consumers in Andhra Pradesh.

3. The Government after careful examination of the proposal of the Managing Director, Andhra Pradesh Dairy Development Cooperative Federation Ltd., hereby approve the Memorandum of Understanding (MoU) as appended to this order, and to enter into a Memorandum of Understanding (MoU) by the Government represented by Special Chief Secretary, AHDD&F Dept., with the Gujarat Cooperative Milk Marketing Federation Limited (GCMMF), Anand, Gujarat, for revival of Milk Cooperatives in the Andhra Pradesh State.

4. The Managing Director, AP Dairy Development Cooperative Federation Limited, shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

To:
The Managing Director, APDDCF., Vijayawada.
The Managing Director, GCMMF., Anand.
Copy to :
The Director, Animal Husbandry Department, Vijayawada.
The PS /OSD to Adl. Secy. to CM.
The PS to Hon'ble Minister, (AHDDF).
The OSD to Chief Secretary to Government, GoAP.
The PS to the Spl. Chief Secretary to Government (AH,DD&F).
The Finance (FMU-A&C, AHDD&F, CS) Department, Velagapudi.
SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER

ANNEXURE

(To G.O.Ms No. 25, Animal Husbandry Dairy Development Fisheries (Dy. &Vig.) Department, Dt. 21.07.2020)

MEMORANDUM OF UNDERSTANDING

This MOU is entered into on this 21st day of July, 2020 at Velagapudi, Andhra Pradesh by and between

Government of Andhra Pradesh represented by Special Chief Secretary to Govt., Animal Husbandry, Dairy Development & Fisheries Dept., (herein called Government of Andhra Pradesh which expression shall, where the context so required include its successors and permitted assignees) as FIRST PART.

AND

M/s. Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), AMUL Dairy Road, Opp: Hotel Surbhi, Anand, Gujarat-388001 with a three tier cooperative structure incorporated under the Gujarat Co-operative Societies Act, 1961 represented by its Managing Director/Authorized Representative, the Gujarat Cooperative Milk Marketing Federation Limited, Anand, Gujarat (hereinafter called GCMMF which expression shall, where the context so require, include its successor's and permitted assignees) of the SECOND PART.

Andhra Pradesh is one of the advanced states for Animal Husbandry sector in the country. Milk is the single largest commodity contributing highest economy to the state. The State stands 4th in Milk Production (412 LKPD) in the country. Government of Andhra Pradesh has shown their inclination towards GCMMF to initiate dairy development activities in Andhra Pradesh.

WHEREAS GCMMF, is a state-level cooperative society managed by a cooperative body, which is jointly owned by about 3.6 million milk producers in Gujarat. The GCMMF Model of dairy development is a three tier structure with the dairy cooperative societies at village level federated under a milk union at the district level and a federation of member unions at the state level. AMUL pattern is the best example of Cooperative Model in the organized sector and to empower farmers in Dairy Sector.

The main objectives of this MOU is socio economic upliftment of milk producers in Andhra Pradesh with special focus on economic empowerment of women, strengthening of overall dairy development activities, providing remunerative milk price to milk producers, availability of quality milk and milk products at value for money to consumers in Andhra Pradesh.

Major activities and the roles and responsibilities of following stake holders shall be:

Government of Andhra Pradesh:

1. Formation of Village Women Farmers Organization (VWFO) at village level wherever possible along with GCMMF Participation and support.
2. Milk procurement centre will be located in the Rytu Bharaosa Kendra (RBK), which will be provided by Government of Andhra Pradesh.
3. Establishment of milk procurement activity, Automatic Milk Collection System (AMCS), Bulk Milk Cooler's (BMC's) and other required facilities at village level on sharing basis with GCMMF/its member unions/VWFO/ Govt. of Andhra Pradesh.
4. Facilitating and providing loan/incentive/subsidy to milk producers of VWFO for activities like cattle induction, milch animal productivity improvement and other activities by dovetailing AASARA & CHEYUTHA programmes and any such other programmes of Government of Andhra Pradesh.
5. Loan/incentive/subsidy on establishment of BMC, AMCS, etc. Micro-credit facilities to milk producer member of VWFO.
6. Land allocation for plant establishment to GCMMF/its member union's as required.

7. Land allocation for setting up Amul Parlours at locations identified by GCMMF.
8. Providing necessary approvals to GCMMF & district milk union of Gujarat for conducting required activities.
9. Government of Andhra Pradesh will provide an enabling environment to GCMMF for its activities in Andhra Pradesh State.

Gujarat Co-operative Milk Marketing Federation Ltd./District Milk Union of Gujarat:

1. Formation of Village Women Farmer Organization (VWFO) at village level wherever possible and training of VWFO's.
2. Establishment of milk procurement facilities like Automatic Milk collection System (AMCS), Bulk Milk Cooler's (BMC's) and other required facilities at village level on sharing basis with APDDCF/VWFO/ Government of Andhra Pradesh. Government of India Schemes will also be utilized for this purpose.
3. Operations & quality monitoring at VWFO level along with installation of AMCS software and online payment of milk procured to milk producer members and ensuring best possible prices to members of VWFO's.
4. Input training services to milk producer members. Training of staff and milk quality monitoring at BMC as well as milk processing plant level.
5. Transportation of milk from VWFO to BMC/Chilling centre/milk processing plant.
6. Establishment/hiring/lease of milk processing plants with latest technologies and the cost will be borne by member union/GCMMF.
7. Survey of potential markets & available dairy products.
8. Planning and development of milk and dairy product market in Andhra Pradesh and other states.
9. Sales and marketing strategy encompassing brand building, sales & distribution network and investment for market development activities. Marketing and sales of milk and dairy product through various channel partners.
10. Establishment of Amul Parlours at strategic locations. The Parties to this MOU shall work together in a cooperative and coordinated effort, and in such a manner and fashion to bring about the achievement and fulfillment of the goals and objectives of overall up-liftment of milk producers in the state of Andhra Pradesh with special focus on women milk producers. The Parties to this MOU shall mutually contribute and take part in any and all phases of the planning for overall benefits of milk producers in the State of Andhra Pradesh to the fullest extent possible.

IN WITNESS WHEREOF both the parties have signed this MOU on the day, month and year first herein above written.

Witness:

For Govt., of Andhra Pradesh represented by
Special Chief Secretary to Government,
AH DD & F Dept.

1.

Name & Address

2.

For GCMMFLtd

Name & Address

Dr. POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)